

TALKING RECYCLING



5 tips for engaging the public to boost the quantity and quality of recovered materials

WE'RE THE RECYCLING PARTNERSHIP

501(c)3 organization dedicated to transforming recycling in towns all across America

Our Funding Partners



Procter & Gamble



RECYCLINGPARTNERSHIP.ORG



Who Is Your Audience?

RESIDENTS

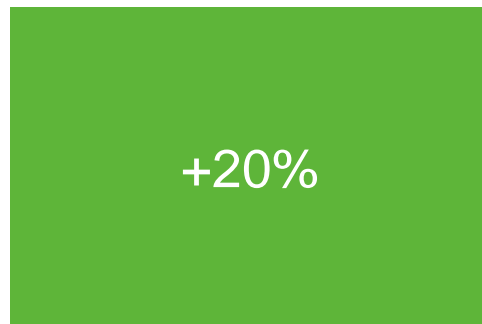
**FRONT LINE
STAFF**

**DECISION
MAKERS**

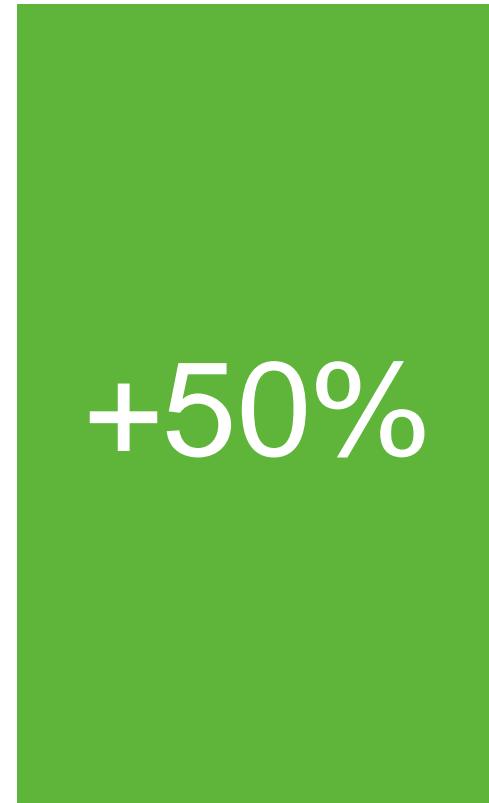
**HAULER /
MRF**

TIP #1

Education + Operations = Best Results



education only



curbside bins to
curbside carts
(with education)

Keep It Simple

ALUMINUM

Aerosol
Can
Foil or Foil-like Container
Other Aluminum Containers

CARTONS

PAPER

Cold Cups
Hard Cover Books
Hot Cups
Ice Cream Container
Junk Mail
Kraft Bags
Magazines
Newspaper
OCC
Office Paper
Paperback Books
Paperboard Boxes
Pizza Boxes
Shredded Paper

GLASS

Bottles and Jars
Drinking Glass
Mugs
Window

PLASTIC

Buckets
Bulky Plastic
EPS Foam
Flower Pots
HDPE Bottles & Jars
Non-bottle HDPE Containers & Lids
Non-bottle PET Containers & Lids
Other Containers & Packaging
Other Drink Bottles
Other Food Bottles & Jars
Other Household Bottles & Jars
Other Tubs & Lids
PET Bottles & Jars
PET Thermoform
PP Bottles
PP Containers & Lids
Produce, Deli & Bakery Containers, Cups, Trays

STEEL

Aerosol
Can
Pots and Pans
Scrap Metal

Cans



Aluminum and Steel Cans
empty and rinse

Cartons



Food and Beverage Cartons
empty and replace cap

Glass



Bottles and Jars
empty and rinse

Paper




Mixed Paper, Newspaper, Magazines, and Flattened Cardboard

Plastic



Kitchen, Laundry, Bath: Bottles and Containers
empty and replace cap

Keep It Simple



ACCEPTABLE MATERIALS WORKSHEET

MRF: _____

CITY: _____

Please go through each item on the list and check whether the item is used to get the local governments and the MRF on the same page. In answering the phone or driving the collection vehicles to better inform building educational materials that are consistent throughout the community.

You will see two categories under the "Do Not Accept" column. Here **Not Dangerous** item is not sent to a market for recycling, but does **Dangerous** item can shut down or damage equipment, harm employees.

PAPER PRODUCT	ACCEPT	DO NOT DANGER
OCC	<input type="checkbox"/>	<input type="checkbox"/>
Pizza Boxes	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper	<input type="checkbox"/>	<input type="checkbox"/>
Magazines	<input type="checkbox"/>	<input type="checkbox"/>
Hard Cover Books	<input type="checkbox"/>	<input type="checkbox"/>
Paperback Books	<input type="checkbox"/>	<input type="checkbox"/>
Office Paper	<input type="checkbox"/>	<input type="checkbox"/>
Junk Mail	<input type="checkbox"/>	<input type="checkbox"/>
Cartons (pale top containers like milk, orange juice, etc)	<input type="checkbox"/>	<input type="checkbox"/>
Shredded Paper	<input type="checkbox"/>	<input type="checkbox"/>
Directions on how to Prepare		
Round Can (fiber body, metal bottom)	<input type="checkbox"/>	<input type="checkbox"/>
Cold Cans (e.g. paper fountain drink cup)	<input type="checkbox"/>	<input type="checkbox"/>
Hot Cans (e.g. coffee cup)	<input type="checkbox"/>	<input type="checkbox"/>
Take-out Containers	<input type="checkbox"/>	<input type="checkbox"/>
Paperboard Boxes	<input type="checkbox"/>	<input type="checkbox"/>
Kraft Bags	<input type="checkbox"/>	<input type="checkbox"/>
Tissue Paper	<input type="checkbox"/>	<input type="checkbox"/>
Ice Cream Container	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>

ACCEPTABLE MATERIALS

GLASS PRODUCT	ACCEPT	DO NOT DANGER
Bottles and Jars	<input type="checkbox"/>	<input type="checkbox"/>
Window	<input type="checkbox"/>	<input type="checkbox"/>
Mugs	<input type="checkbox"/>	<input type="checkbox"/>
Drinking Glass	<input type="checkbox"/>	<input type="checkbox"/>
Other:	<input type="checkbox"/>	<input type="checkbox"/>

ALUMINUM PRODUCT

ACCEPT	DO NOT DANGER
Can	<input type="checkbox"/>
Foil or Foil like container (e.g. aluminum trays)	<input type="checkbox"/>
Other aluminum containers	<input type="checkbox"/>
Aerosol	<input type="checkbox"/>
Other:	<input type="checkbox"/>

STEEL PRODUCT

ACCEPT	DO NOT DANGER
Can	<input type="checkbox"/>
Aerosol	<input type="checkbox"/>
Pots and pans	<input type="checkbox"/>
Scrap metal	<input type="checkbox"/>
Directions on how to Prepare	
Other:	<input type="checkbox"/>

ACCEPTABLE MATERIALS

How do you educate what plastic is accepted:

- ☐ By object shape and/or size, (e.g. bottles - neck smaller)
- ☐ By resin type #1-7
- ☐ By resin type #1 and #2
- ☐ By resin type #1, 2, 3, 4, and 5
- ☐ Other:

ACCEPTABLE MATERIALS

PLASTIC PRODUCT	ACCEPT	DO NOT DANGER
PET Bottles & Jars	<input type="checkbox"/>	<input type="checkbox"/>
Non-bottle PET Containers & Lids (e.g. Clear plastic fast food cups)	<input type="checkbox"/>	<input type="checkbox"/>
PET thermoform (e.g. fruit container)	<input type="checkbox"/>	<input type="checkbox"/>
HDPE Bottles & Jars	<input type="checkbox"/>	<input type="checkbox"/>
Non-bottle HDPE Containers & Lids	<input type="checkbox"/>	<input type="checkbox"/>
PP Bottles	<input type="checkbox"/>	<input type="checkbox"/>
PP Containers & Lids	<input type="checkbox"/>	<input type="checkbox"/>
Other Drink Bottles (e.g. juice in #7)	<input type="checkbox"/>	<input type="checkbox"/>
Other Food bottles & Jars (e.g. items in #3,4,6 or 7)	<input type="checkbox"/>	<input type="checkbox"/>
Other Household bottles & Jars (e.g. #3 shampoo bottle)	<input type="checkbox"/>	<input type="checkbox"/>
Other Tubs & Lids (e.g. tubs that are #3,4,6, or 7)	<input type="checkbox"/>	<input type="checkbox"/>
Produce, Deli & Bakery Containers, cups, trays	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements		
Other containers & Packaging (e.g. buckets, molded packaging, food storage containers)	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements		

ACCEPTABLE MATERIALS

PLASTIC PRODUCT	ACCEPT	DO NOT DANGER
Bulky plastic (e.g. crates)	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements		
Buckets (any size)	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements		
Toys	<input type="checkbox"/>	<input type="checkbox"/>
Size or preparation requirements		
Flower Pots	<input type="checkbox"/>	<input type="checkbox"/>
Exclusions, size or preparation requirements		
Bags, wraps, film (bag in bag)	<input type="checkbox"/>	<input type="checkbox"/>
Plastic bags (loose or bag in bag)	<input type="checkbox"/>	<input type="checkbox"/>
EPS Foam Blocks & Shapes	<input type="checkbox"/>	<input type="checkbox"/>
EPS Foam food Service & Other containers	<input type="checkbox"/>	<input type="checkbox"/>
Plastic Size Requirements?		
Other Preparation Requirements?		

PROHIBITIVE ITEMS

If you could only tell citizens 5 things not to put at the curb -

Rank the top five (5) unacceptable items that are causing the most problems in your facility, i.e. Degrades other commodities significantly causes damage to MRF equipment, dangerous to staff, etc. Please rank with numbers "1" through "5," Put a "1" in the box of the worst contaminant. Only rank the top five and leave everything else blank.

PROHIBITIVE ITEMS	TOP 5
Plastic Bags	
Shredded Paper	
Propane Tanks	
Aerosol Cans	
EPS Foam (block and/or food service containers)	
Yard Waste	
Food Waste	
Bulky Plastics	
Wire, hose, cords, rope, chains	
Scrap metal	
Pots and Pans	
White Goods	
Textiles/clothes	
Flexible Packaging	
Motor oil containers	
Glass	
Fluorescent Bulbs	
Plastic toys	
Plastic furniture	
Electronics	
Cartons	
Ink/printer cartridges	
General hazardous waste	
Needles	
Pet food bags	
Mercury containing objects	
Dishes	
Wood	
Other	
Other	

TIP #2

For Important Messages, Keep It REALLY Simple



1

TIP #2

For Critical Messages, Keep It REALLY Simple



Know Your Audience

Where do they go for information?

What material names or terms make sense to them?

What do they already know, and are they right?

What do they like?

What We Know

Teaching children is good,
but **doesn't change**
recycling behavior in the
home by itself

79% of people
disagree that they
recycle b/c their children
encourage them to

TIP #4

Have a Plan



HOW
DO WE
CHANGE
BEHAVIOR?

11

3

THREE KEY ELEMENTS TO BOOST PARTICIPATION AND REDUCE CONTAMINATION

INFORM – BASIC
DO'S AND DON'TS

POSTCARD/MAGNET

PERSONALIZED
FEEDBACK

CART TAGS

ISSUE SPECIFIC
COMMUNICATIONS

MAILERS + MEDIA

2

COMPLEMENTARY RESIDENT ENGAGEMENT TOOLS

GENERAL
ADVERTISINGSTANDING
RESOURCE

1

MEASURE EVERYTHING

Disposal



Recovery



Set-Out / Participation Rate



Contamination Rate



Recovery Rate



Resident Feedback

TIP #5

IT'S NEVER DONE

15

It's Never Done

Month	Topic	Audience	Media	Title	Description	Due Date
Jan 2017						
Feb 2017						
Mar 2017						

What We Know

**Convenience
and positive perception**
must outweigh any barriers

Thus We Do

**Convenience
and positive perception**
must outweigh any barriers

Build culture with
positive feelings

Save the heavy “no”
for immediate problems

Open Source Tools Online



MoreBetter Program



**EMOTIVE
RELATABLE**
“recycling is
a part of life”



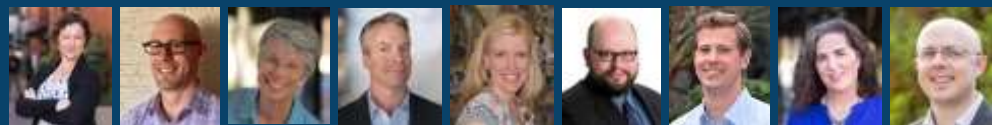
Carts: Grants, Assistance, Resources



TRY THESE TOOLS, JOIN OUR NETWORK,

and let's make recycling more & better!

RECYCLINGPARTNERSHIP.ORG



TOOLS

Online
Library
Starters
BMPs

IDEAS

Webinars
Newsletters
E-Books
Forums

RESOURCES

Grants
Campaigns
Tech
Assistance

**READY.
SET.
GO**

**THE RECYCLING
PARTNERSHIP**

A SOURCE initiative dedicated to improving the US curbside recycling system.

COMMUNICATING THE RIGHT THING AT THE RIGHT TIME

AWARENESS	1	RECYCLE “For more info...”
UNDERSTANDING	5	HOW TO RECYCLE MOST COMMON ITEMS Categories of 3-5 “yes”/ 3 “no” <i>Simple Instruction, set out “For more info...”</i>
	50	RECYCLING FAQs <i>Easy to find “yes” and “no”</i> <i>Non curbside: drop off, HHW, electronics, textiles, etc</i>

